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A NEW STAR RISES IN THE WEST

About 15% of U.S. TV households now have color television sets according to a study released last month by NBC. The number of color-equipped homes has risen to 8,590,000, a gain of 3,940,000 over the number in use in November, 1965; a growth of about 85%. —*Television Magazine,* XXIV (January, 1967), 8.

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